

# Case Study

## Business Goal:

Establish heritage brand Clinique as a disruptor, as a leader in good-for-your-skin cosmetics and innovator in influencer marketing.

## 8 YEAR-LONG COLLABORATION!

- Packaging design & execution
- Art Direction & Photography
- Influencer & Editor Eventing & Moments that Matter
- Created memorable elevated industry milestones

## Achievements

Created the brand's 1st influencer marketing programs and set the tone for future industry best practices

20+ product launch programs

Invented the influencer mailer kit phenomenon with made-for-social-media interactivity

## The Work

### AWARENESS BUILDER PROGRAM HOLISTIC CONTENT PROGRAM

